

ations are ascertainable by one skilled in the art and could be made without departing from the spirit and scope disclosed herein.

What is claimed is:

1. A method for selecting one or more virtual cards appropriate for a transaction based on a context of the transaction, comprising:

storing a plurality of virtual cards on a mobile device;  
receiving, by the mobile device, context information of the context of the transaction; and

automatically selecting, by the mobile device, one or more of the plurality of virtual cards appropriate for the transaction based on processing context-based rules in accordance with the context of the transaction including the received context information,

wherein the context-based rules includes at least one rule created or modified based on previous selections of virtual cards.

2. The method for selecting one or more virtual cards according to claim 1, wherein the mobile device automatically selects more than one of the plurality of virtual cards appropriate for the transaction based on the received context information.

3. The method for selecting one or more virtual cards according to claim 2, further comprising:

receiving a user selection, by the mobile device, of one of the more than one of the plurality of virtual cards;  
creating a context-based rule or modifying one of the context-based rules based on the user selection.

4. The method for selecting one or more virtual cards according to claim 3, wherein creating the context-based rule or modifying one of the context-based rules is performed by the mobile device or a server in communication with the mobile device.

5. The method for selecting one or more virtual cards according to claim 3, wherein creating the context-based rule or modifying one of the context-based rules based on the user selection establishes a rule specifying that in future contexts similar to the context of the transaction, the user selected one of the more than one of the plurality of virtual cards is automatically selected or is displayed as a preferred virtual card.

6. The method for selecting one or more virtual cards according to claim 1, wherein the at least one rule specifies that a most recently used one of the plurality of virtual cards is to be used until manually changed.

7. A method for selecting one or more virtual cards appropriate for a transaction based on a context of the transaction, comprising:

storing a plurality of virtual cards on a mobile device;  
receiving, by the mobile device, context information of the context of the transaction; and

automatically selecting, by the mobile device, one or more of the plurality of virtual cards appropriate for the transaction based on processing context-based rules in accordance with the context of the transaction including the received context information,

wherein the context-based rules includes at least one rule for selecting one of the plurality of virtual cards based on an attribute of an item involved in the transaction.

8. The method for selecting one or more virtual cards according to claim 7, wherein the transaction is a purchase transaction for purchasing the item and the attribute is one of the item itself, a type of the item, or a cost of the item.

9. The method for selecting one or more virtual cards according to claim 8, wherein the at least one rule establishes

to automatically select the one of the plurality of virtual cards for purchases of certain items, certain types of items, or items of a certain cost.

10. The method for selecting one or more virtual cards according to claim 9, wherein the at least one rule establishes that if the cost of the item is below a specified level, a first of the plurality of virtual cards is to be selected, and if the cost of the item is above a specified level, a second of the plurality of virtual cards is to be selected.

11. The method for selecting one or more virtual cards according to claim 7, wherein the transaction is a purchase transaction, the item is a payment card of the plurality of virtual cards, and the attribute is one of a balance or a purchase limit of the payment card.

12. The method for selecting one or more virtual cards according to claim 11, wherein the at least one rule establishes that if the balance or purchase limit of the payment card is below a specified level, the payment card is to be selected, and if the balance or purchase limit of the payment card is above a specified level a second payment card of the plurality of virtual cards is to be selected.

13. The method for selecting one or more virtual cards according to claim 7, wherein the transaction is a purchase transaction, the item is a coupon, and the attribute is that the coupon can be used with a particular payment card of the plurality of virtual cards.

14. The method for selecting one or more virtual cards according to claim 13, wherein the at least one rule establishes that if the coupon can be used in the transaction, the particular payment card is to be selected.

15. The method for selecting one or more virtual cards according to claim 7, wherein the transaction is a purchase transaction, the item is a payment card of the plurality of virtual cards, and the attribute is reward points associated with the payment card.

16. The method for selecting one or more virtual cards according to claim 15, wherein the at least one rule establishes that if reward points can be earned in the transaction, the payment card is to be selected.

17. The method for selecting one or more virtual cards according to claim 15, wherein the at least one rule establishes that if use of the payment card will earn the most reward points in the transaction, the payment card is selected.

18. The method for selecting one or more virtual cards according to claim 15, wherein the at least one rule establishes that if the reward points of the payment card are sufficient to complete the transaction, the payment card is to be selected that the reward points of the payment card are to be used to complete the transaction.

19. A method for selecting a virtual card appropriate for a transaction based on a context of the transaction, comprising:  
storing a plurality of virtual cards on a mobile device;  
receiving, by the mobile device, context information of the context of the transaction; and

automatically selecting, by the mobile device, one of the plurality of virtual cards appropriate for the transaction based on the received context information, wherein the received context information includes a signal that can activate a traditional radio frequency identification card.

20. The method for selecting one or more virtual cards according to claim 19, wherein the one of the plurality of virtual cards appropriate for the transaction automatically responds to the signal without the need for context-based rules.